CLAIMS

1. A display apparatus, comprising:

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- a display panel including a light emitting device for each of a plurality of pixels for displaying an image by using light that is output from the light emitting device toward a panel front side; and
- a light receiving device provided on the display panel for each of the plurality of pixels for receiving a portion of light output from the light emitting device toward a panel back side that is reflected by an irradiated object located on the panel back side.
- 2. The display apparatus of claim 1, wherein the display panel is an active matrix type display panel including a substrate and a light emission control section provided on the substrate for controlling light emission of the light emitting device, with the light emitting device and the light receiving device being provided on the substrate.
- 3. The display apparatus of claim 1, wherein the display panel includes a color filter provided so as to overlap with at least a portion of a light receiving surface of the light receiving device.
- 4. The display apparatus of claim 1, wherein the display panel includes a light blocking layer provided between the light emitting device and the light receiving device.
- 5. The display apparatus of claim 1, wherein the display panel includes a light converging section provided on the panel back side of the light emitting device.
- 6. The display apparatus of claim 1, wherein the light emitting device includes a light emitting layer containing light emitting molecules, and a pair of electrodes opposing each other via the light emitting layer therebetween.
- 7. The display apparatus of claim 6, wherein one of the pair of electrodes that is provided on the panel back side is made of a transparent conductive material.
- 8. The display apparatus of claim 6, wherein one of the pair of electrodes that is provided on the panel back side includes an opening therein.

- 9. The display apparatus of claim 8, wherein the light emitting molecules contained in the light emitting layer are oriented so as to be generally parallel to a surface of the display panel on the panel back side and generally perpendicular to a straight line between the opening and the light receiving device.
- 10. The display apparatus of claim 8, wherein a light emitting portion of the light emitting layer is localized toward the electrode including the opening therein.
- 11. The display apparatus of claim 1, wherein the light emitting device is an organic electroluminescent device.
 - 12. The display apparatus of claim 1, wherein the display panel is flexible.
- 13. The display apparatus of claim 1, further comprising a storage device for storing image information that is read by the light receiving device receiving light reflected by the irradiated object.
- 14. The display apparatus of claim 1, wherein the display apparatus has a function of displaying image information that is read by the light receiving device receiving light reflected by the irradiated object.
- 15. The display apparatus of claim 14, wherein the display apparatus also has a function of displaying the read image information in an inverted position.
 - 16. An image reading/displaying system, comprising:

the display apparatus of claim 15; and

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- a display medium to which the image information is written by the display apparatus displaying the read image information.
- 17. The image reading/displaying system of claim 16, wherein the display medium includes a display medium layer, a pair of electrodes opposing each other via the display medium layer therebetween, and a photoconductive layer provided on a display medium layer side of one of the pair of electrodes.
 - 18. The image reading/displaying system of claim 17, wherein a voltage is

applied to the pair of electrodes of the display medium by using a power supplied from the display apparatus.